



Sustainability strategy 2025



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Introduction

From an early age, our owner and managing director was shaped by the principles of sustainability. A deep connection to nature and an appreciation for its diversity were not only taught in the family environment but also lived out daily. These experiences form the foundation of our company's current vision.

This personal journey has given rise to a mindset and approach that firmly anchors the careful use of natural resources as a core part of our corporate culture.

Together with our partners, we are actively committed to making Berlin one of the most sustainable and livable cities in the world. This goal drives us to develop creative and environmentally friendly event concepts that reflect our values and provide inspiring impulses for a more sustainable future.



Berlin Event

Since 2004, Berlin Event has been successfully producing events and continuously expanding its portfolio.

In recent years, the sustainable development of our agency has been a key focus. We established a comprehensive environmental management system, obtained the environmental certifications EMAS and ISO 14001, and built a strong network of regional partners and suppliers.

Today, this network is one of our greatest strengths, enabling us to create unique and sustainable events together with our clients.



Vision, Mission & Corporate Philosophy

Vision: All events worldwide are sustainable.

Mission: As leading experts in sustainable events, we create unforgettable experiences and make sustainability tangible.

We develop smart ideas and concepts tailored to every client's needs, where sustainability seamlessly becomes part of the experience. The focus is not on sacrifice but on the enjoyment of clever and environmentally friendly solutions.

In doing so, we contribute to a future-oriented and livable society.

The 4 pillars of sustainability

To make Berlin one of the most sustainable event destinations worldwide, we base our strategy on the four pillars of sustainability.

Society

Our responsibility toward society is reflected in our commitment to fair working conditions, diversity, social inclusion, and sustainable personnel development. We aim to create a work environment that supports our employees while positively impacting the community.

Economy

Sustainability is not just a guiding principle of our work but also a success factor we incorporate into our economic processes. Our goal is to use resources efficiently, ensure transparency, and create long-term value for all stakeholders.

Governance, Risk & Compliance (GRC)

Responsible corporate governance is essential to us. Through clearly defined processes, a sustainable vision, and adherence to legal and industry standards, we ensure that our work is ethical, safe, and future-oriented.

Ecology

Our commitment to environmental protection shapes both our workflows and event organization. We focus on resource-efficient processes, sustainable materials, and reducing our ecological footprint.

Governance, Risk & Compliance (GRC)

Measures Already Implemented

- We ensure compliance with all legal and industry-specific regulations.
- We have established a process that fully meets the requirements of the General Data Protection Regulation (GDPR) for handling customer and participant data.
- We pursue a clear corporate vision where sustainability and corporate responsibility are central values.
- We set qualitative and quantitative sustainability goals to make our progress measurable and transparent.
- We maintain continuous and open communication with our shareholders and stakeholders to strengthen trust and collaboration.



Society

Measures Already Implemented

- We organize regular team events to motivate employees and strengthen their connection to the company.
- We promote work-life balance through flexible working models and targeted measures for a balanced professional and family life.
- We comply with all legal requirements regarding labor, health, and social protection and adhere to the ILO core labor standards.
- We offer a wide range of training and development opportunities.
- We provide free job tickets for public transport.
- We use Fair Trade products, such as coffee and tea.
- We ensure accessibility through socially affordable pricing at public events.
- We implement strategic human resource management with targeted planning, skills analysis, needs-based recruitment, and a personnel development concept.
- We support our employees by offering customizable occupational pension schemes.



Ecology

Measures Already Implemented

- We promote sustainable mobility through environmentally conscious business travel management.
- We reduce waste through careful planning, consistent waste separation, and recycling processes.
- We have established efficient environmental management processes to achieve our ecological goals.
- We organize our office according to sustainable principles, from material procurement to energy savings.
- We rely on energy-efficient event technology.
- We offer sustainable snack boxes at our events, allowing guests to take them home and helping to reduce food waste.
- We primarily use regional and seasonal products for catering and events.
- We use eco-friendly printed materials and sustainable giveaways to further minimize our ecological footprint.



Economy

Measures Already Implemented

- We offer a wide range of sustainable services.
- We use materials resourcefully and prefer reusable products.
- As a member of the Berlin Event Network e.V., we actively engage in the MICE industry network to promote sustainable developments together.
- We have integrated participant safety processes into our workflows to ensure the highest safety standards.
- We rely on transparent cost management, providing clear structures from the proposal stage through to commissioning and evaluation.
- We maintain continuous dialogue with our stakeholders, especially our clients, taking sustainability aspects into account.
- We prefer working with regional, sustainably certified service providers.
- We are advancing the digitalization of our accounting and project planning to work resource-efficiently and effectively.



Outlook & planned measures

In line with our mission and vision, we are working to improve every day. One of our key goals is to set a good example on the way to a climate-neutral Berlin by 2050, motivating the Berlin event industry, clients, and guests to rethink sustainability. The following measures are planned for the near future:

Economy

- Implementation of a measurable quality management system
- More future through investment in sustainable and long-term solutions
- Regular dialogue with service providers to expand the portfolio with sustainable products and services

Ecology

- Systematically further reduce the CO₂ emissions of business activities
- Focus on waste reduction and shifting towards reusable products

Society

- Create more diversity at events by promoting diversity and inclusion
- Foster more collaboration by forming additional long-term partnerships with social organizations
- Promote more fairness through fair treatment of people and resources

Governance, Risk & Compliance

- Establish mandatory compliance guidelines and create internal structures for their implementation

Contacts & responsibilities



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Commitments

- Long-term economic stability and responsible financial planning
- Transparent communication and fair business practices
- Minimization of waste and promotion of recycling
- Selection of sustainable event venues and environmentally friendly transportation options
- More fairness through fair treatment of people and resources
- Ensuring fair working conditions and promoting diversity and inclusion
- Strengthening social cohesion
- Taking on ecological and social responsibility
- Adding more sustainable services to the product portfolio
- Involving local communities and supporting social projects

Thank you

For questions regarding our sustainability strategy,
please contact us:

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